

ROLE PROFILE

Job Title	Customer Marketing Executive
Business Unit	ODC
Function/Region	Sales
Location	Hyderabad, Mumbai
Leader	Customer Marketing Manager- National
People Leadership	N/A
Job Level	5
Role Purpose	
Lead the implementation of marketing plans (including annual promotional calendar) to support the delivery of WG&S West India trade vision and strategy.	
Accountabilities	
• Develop, manage and implement customer marketing plans in alignment with Customer Marketing Manager and Sales teams to address consumer and shopper activation opportunities. • Owns adherence of costs and financials involved in the regional financials related to A&P budget & ensure executing marketing activities in line with allocated budgets. • Working closely with agencies while handling negotiations, coordination and ensuring timely quality execution, sourcing of collaterals/promotion materials etc. • Working closely with internal cross-functional relationships to optimise delivery of activities & market feedback. • Translates strategies into brilliantly executed plans that consistently beat the competition and gain share. • Regularly stay and keep the management updated on competition activities, promotions and brand drives across channels and categories.	

Values



Core Competencies:

Deciding & Initiating Action • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative and acts with confidence • Initiates and generates activity	Leading & Supervising • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre
Persuading & Influencing • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others	Delivering Results & Meeting Customer Expectations • Focuses on customer needs and satisfaction • Sets high standards for quality and quantity • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals.
Applying Expertise & Technology • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives	Coping with Pressures & Setbacks • Works productively in a pressurised environment • Keeps emotions under control during difficult situations • Balances the demands of a work life and a personal life. • Maintains a positive outlook at work. • Handles criticism well and learns from it.

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| <ul style="list-style-type: none"> • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions | |
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Skills and Qualifications:

Essential:

- Relevant Degree and 3 -5 years in marketing /Trade marketing/Sales experience in FMCG/Beverage is desired
- Experience in Modern Off Trade/ Category management/Event Management is an add on
- IT Skills (Excel/PowerPoint/Word), Good presentation skills written and verbal
- Numerate
- Demonstration of strong execution and project management skills - a superb planner of work and activities.
- Good interpersonal skills / relationship building with ability to influence key decisions.

Desirable:

- Confident and motivated
- Resilient and reliable
- Considerable drive, energy and focus to sufficiently energize the internal and external resources of the company to execute
- Ability to manage multiple projects and prioritise
- Attention to detail and able to meet deadlines
- Flexibility to adapt to changing environment and marketing conditions
- Organised – a planner as well as an implementer